R.J. Reynolds Tobacco Company

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Sent via E-Mail

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TO:	Rick Smith	John Leonard	Diane Eckardt
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FROM: Bill Roth

SUBJECT: **Winston Relaunch P.O.S.**

As each of you already know, for Winston to be successful, we must get competitive consumers to understand that the new Winston is the only leading brand without additives. For this to happen, we need to ensure placement of the "stick-to-stick" P.O.S. at the point of purchase in every call possible.

KAM's, AM's, and SR's need to secure authorization for these pieces in all accounts. The "heart" part of this relaunch has no chance if the "head" part is not understood by consumers.

I appreciate your follow-through.

Best regards,
Bill

cc: Steve MacLeod
Fray Natale

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